



# Fundamentals of Revenue Management

A Practical approach to increase your revenue

## Objectives

- Understand the basics of Revenue Management
- Create tools to apply Revenue Management
- Get insight in Rate Parity and Channel Management
- Implement a Revenue Management Action Plan

## 21 Destinations across Europe !

## Subjects

### Fundamentals of Revenue Management

How to implement revenue management throughout the entire organization. It is more than a management concept limited to yield in high demand periods. Technology and information are at the basis of every decision and strategy.

### Pricing

Differences between a seasonal and best available rate strategy. How to develop multiple rate offers according to demand. What is the lowest rate a room should be sold at?

### Distribution

Evaluate the value of the each third party distributor. Should you yield the cost of your distribution channels? Is rate parity across all channels the solution?

### Forecasting

How to forecast accurately. What is unconstrained demand? Decide to which level of detail you need to forecast. Develop a forecast effective for all departments.

### Benchmarking

How do you compare yourself against your competition? Which market reports are available to you? Guidelines to help positioning the hotel in your environment.

### How to implement Revenue Management Action Plan

How to perform an evaluation of your strategies. Create new sales and promotional initiatives. Build tools to track effectiveness of your decisions.

Spain	
CITY	DAY
Mallorca	June 23
Sevilla	June 27
Málaga - Marbella	June 29
Madrid	July 4
Madrid	July 5
Barcelona	July 6
Barcelona	July 7
Bilbao	July 12
Valencia	July 14

France	
CITY	DAY
Paris	June 22
Paris	June 23
Nice	June 26
Nice	June 27
Lyon	June 30
Strasbourg	July 3
Marseille	July 5
Toulouse	July 7
Paris	July 10

Benelux & Scandinavia	
CITY	DAY
Amsterdam	July 17
Amsterdam	July 18
Rotterdam	July 20
Maastricht	July 21
Oslo	July 24
Brussels	July 25
Antwerp	July 26
Stockholm	July 26
Copenhagen	July 28

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